

Enrollment No./Seat No.:

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA - SEMESTER - III EXAMINATION - WINTER 2025

Subject Code: MB03092091

Date: 19-12-2025

Subject Name: Sales and Distribution Management

Time: 10:30 AM TO 01:30 PM

Total Marks: 70

Instructions

- 1. Attempt all questions.**
- 2. Make suitable assumptions wherever necessary.**
- 3. Figures to the right indicate full marks.**
- 4. USE of SIMPLE calculators AND non-programmable scientific calculators are permitted.**

	Marks
Q.1 ALL 7 Questions must be Compulsory.	14
(a) Personal Selling	
(b) Sales Quota	
(c) Hot Prospects	
(d) FAB Approach	
(e) Test Marketing	
(f) Convenience stores	
(g) Executive opinion method of forecasting	
Q.2 (a) Explain the staffing process of a sales person	07
(b) Explain the various sales training methods	07
OR	
(b) Explain the various steps of the selling process	07
Q.3 (a) Explain the concept of Horizontal Marketing System.	07
(b) What kind of organizational specialization do you recommend within the sales department for the following	07
a)A textile machinery manufacturing company diversifying into a consumer durable products such as a table fan that can be used by households and business units in western India.	
b)A strategic business unit of a large company selling ACs and refrigerators to households, cold storages, factories and establishments like hotels theaters, hospitals and governmental agencies all over India. They have a wide range of products in the AC segment	
OR	
(a) Examine the stages of channel conflict	07
(b) Explain the qualitative methods of sales forecasting .Which method will you use for forecasting industrial products & or new products .Why?	07

- Q.4 (a)** Explain the difference between logistics and SCM with example **07**
- (b)** Explain the various business promotion techniques **07**

OR

- (a)** Inspect the relative Advantages and Disadvantages of any Three Modes of Transportation **07**
- (b)** Explain the various types of General merchandise retailers **07**

Q.5 Bharat Beverages, a leading soft drink manufacturer, has been facing an alarming decline in its market share, especially in rural markets. The company uses a traditional distribution model, relying on a network of stockists and retailers. Stockists are responsible for purchasing products from Bharat Beverages and distributing them to a large number of independent retail stores within their assigned territories.

An internal audit revealed that sales are heavily concentrated in urban and semi-urban areas, with a noticeable drop-off in rural regions. Field reports indicate that rural retailers are frequently experiencing stock-outs, forcing them to turn to competitors' products. Additionally, the audit found that the stockists were prioritizing high-volume urban retailers, as these offered quicker, more lucrative returns. Rural retailers, who placed smaller, less frequent orders, were often neglected, leading to inconsistent product availability.

The sales manager, Priya, knows that securing the rural market is crucial for long-term growth but is unsure how to motivate her stockists to serve these less-profitable routes effectively. The traditional incentive structure, based purely on sales volume, is not working for the rural segment.

- (a)** What are the key problems with Bharat Beverages' current distribution model in the rural market **07**
- (b)** Why is the existing sales incentive structure failing to address the rural market issue? **07**

OR

- (a)** What changes should Priya implement in her sales and distribution strategy to regain market share in rural areas? **07**
- (b)** Who are the key stakeholders being negatively impacted by this distribution bottleneck, and what are the specific consequences for each **07**
